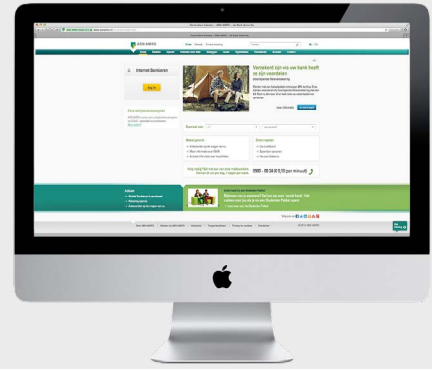




Wanted an
unbeatable
online experience
for *their 6+ million*
customers
and
30,000 employees
they chose
Backbase



Meet ABN AMRO

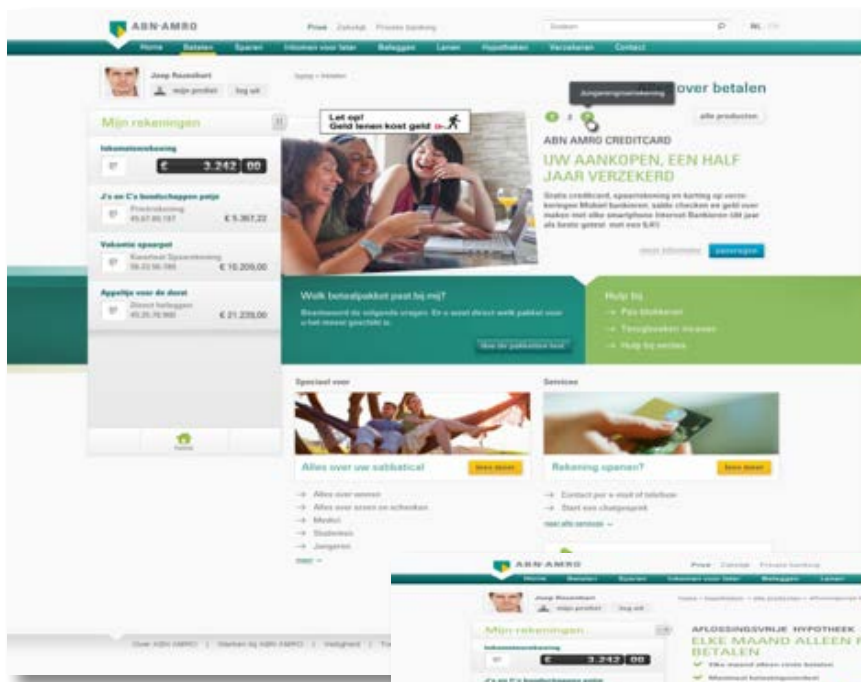
With over 6 million customers, 900 billion in assets and 30,000 employees, ABN AMRO is one of the top 3 banks in The Netherlands. They have an impressive history in banking, stretching back 300 years. ABN AMRO serves retail, private, SMB and commercial banking to customers in the Netherlands and across the globe. They are the Netherlands number one private banking business with clients in more than 10 countries and territories.

Their story

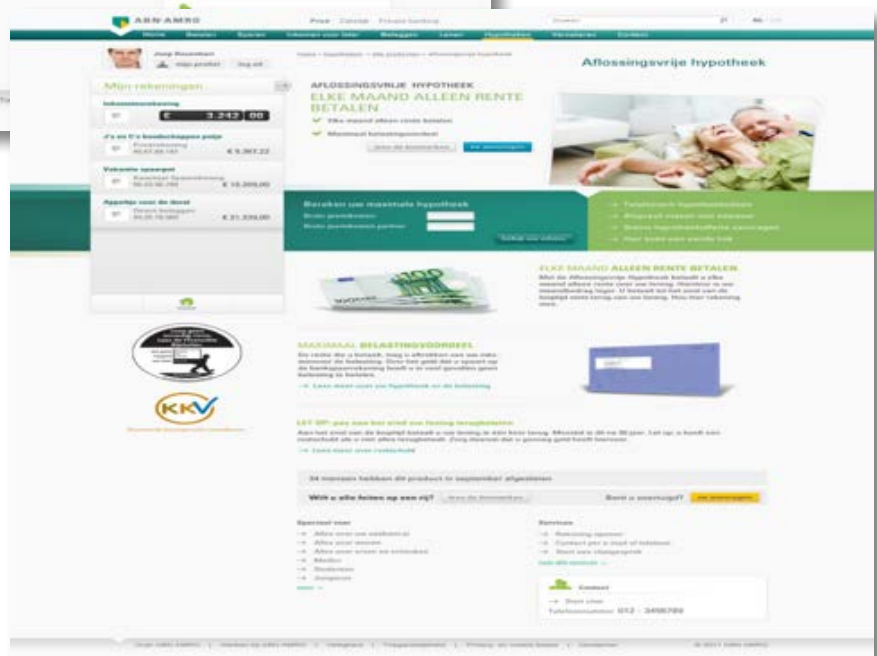
Throughout its rich history of being a leading financial institution, ABN AMRO has managed to stay ahead its competitors by providing outstanding and innovative customer service. Seeing that the online world was changing the way people expected to interact with businesses online, they made the bold decision to take advantage of the changing tide and completely overhaul their brand. As part of their Bank Anno Nu (Banking Nowadays) rebranding, ABN AMRO wanted to offer customers a seamless online journey across all devices and empower their digital marketing team to manage the platform and run campaigns within the secure internet banking environment without the need for IT involvement.

The new ABN AMRO online experience

With Backbase Portal, ABN AMRO was able to create a completely seamless transition between their open and closed sites. Digital marketing and business teams are now able to manage the entire customer journey across all devices, and target customers with unique, relevant messages.



Marketing teams can use In Context Editing (ICE) to easily change campaign content.



End-customers can also choose the widgets, like mortgage calculators, that they want to populate their dashboard view.

The challenge

ABN AMRO's long history in banking, with its many years of mergers, acquisitions and change had left them with an equally impressive array of legacy systems, which were responsible for different core banking operations, including transactions, bill pay, CRM and ERP systems. This complicated back-end structure was preventing ABN AMRO from providing their customers with a seamless customer journey across multiple devices. ABN AMRO also wanted to improve the online experience for the employees; they needed a portal that could meet their needs on both a business level and a customer level.

The challenge was made all the more interesting because ABN AMRO had created unique solutions within their own IT environment. They recognized that this would make overhauling their entire system incredibly time consuming. ABN AMRO were looking for an innovative solution; a rich, responsive user experience layer that would streamline their multiple back-end systems, prepare them for the emerging mobile market, and help them take the first steps towards an omni-channel banking experience for employees as well as customers. However, they also knew that their systems posed a unique set of issues that would require close collaboration with a partner who would work with them and their existing partners throughout the implementation process.

Beyond streamlining their back-end systems, ABN AMRO also wanted to ensure that their business teams would be able to manage the portal and create online campaigns without involving IT. It was very important to ABN AMRO that the solution they chose would continue to evolve with them and emerging mobile technologies. After a lengthy selection process, Backbase was chosen over the other two solutions ABN AMRO was considering: creating a homemade solution or IBM's WebSphere. ABN AMRO opted for Backbase because Backbase Portal was immediately fit-for-purpose and could deliver a faster time-to-market with cross-channel capabilities and responsive design.

How Backbase helped ABN AMRO achieve their business goals

Backbase worked closely with ABN AMRO and their partners to implement Backbase Portal as smoothly as possible in a single deployment. Backbase was constantly on hand to help ABN AMRO navigate through issues brought about by the unique nature of their IT architecture. After implementing Backbase, ABN AMRO was able to give its customers and employees exactly the type of online experience they had been aiming for: a unified banking dashboard that facilitated direct and seamless access to multiple back-end systems, cross-device capability, customization and personalization tools, and the functionality to begin building an omni-channel experience by bridging the gaps between physical and digital channels and providing a 360 degree view of the customer. Backbase was on hand throughout the entire process and experts were onsite to mentor, train and offer advice on Backbase Portal's best practices to ensure that everyone from IT, business teams and customers would be able to take advantage of everything Backbase Portal has to offer.

**“Together we
make a great
partnership -
It really is the
people who
make the
project a
success”**

“Since implementing Backbase we have seen that running costs for our IT teams have dropped significantly and we're able to increase and improve functionality with the development of widgets. We're also very excited about the digital marketing capabilities, like micro targeting, which will empower our digital marketing and ebusiness teams to create extremely personal and relevant campaigns that will benefit our customers and help us to strengthen brand loyalty, and increase our cross- and up-sell performance.



At ABN AMRO we really like the people we are working with at Backbase. They are really focused on creating the best customer experience, for us and our end-customers.

Together we make a great partnership - It really is the people who make the project a success”

– Coenraad Ter Welle, Snr IT Manager

What ABN AMRO's customers think

ABN AMRO has had a huge amount of positive feedback both internally and externally. Their 6+ million customers have chosen the online banking portal as their preferred channel with many citing the high level of customization and availability personal finance management tools as their reason.

The next chapter...

Backbase has a highly collaborative, close working relationship with ABN AMRO and offers support whenever needed. Today, ABN AMRO is in the process of upgrading to the latest version Backbase Portal and will continue to extend Backbase Digital Marketing capabilities across its online and mobile banking platform. They are also working towards adding more Backbase functionality to their internal employee portal.

About Backbase

Backbase delivers portal software that provides a new, user experience layer on top of underlying infrastructure and IT systems. It gives companies the opportunity to create interactions that link customers to relevant information and applications to fit their needs and preferences. With its modern, widget-based architecture Backbase Portal provides the flexibility and speed to create modern portals that truly empower the customer.

Unlike most traditional IT portal vendors, Backbase has created a contemporary, business-driven portal solution that makes portal management easy for e-business professionals. This means faster time to market and more flexibility to optimize online channels with less IT support.

The unique Backbase approach enables organizations to drive self-service, fuel online revenues and turn their online channel into a true Customer Experience Platform. Global companies such as ABN Amro, AIG, Al Rajhi Bank, Costco, GE, Barclays, ING, KPN, Motorola, ViaWest and Visa have improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase Portal.

Backbase was founded in 2003 and is privately funded with operations in New York, Amsterdam, Moscow and Singapore.

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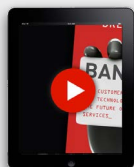
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